

Message Text

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INFO OCT-01 EB-07 ARA-10 ISO-00 /018 R

DRAFTED BY OED/EID/BC/DSGILPATRIC/LB

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OED/EID/MEFREEMAN

OED/OD/RWILBOURN

OIM/OD/ALEONARD

DIBA/OMS/SM/TSCOTT

ARA/ECP/DLACEY

EA/EP/MHENDERSON

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R 300101Z JAN 76

FM SECSTATE WASHDC

TO AMEMBASSY CARACAS

INFO AMEMBASSY SINGAPORE

AMEMBASSY TAIPEI

AMCONSUL SAO PAULO

UNCLAS STATE 022920

E.O. 11652:N/A

TAGS: BEXP,BGEN: BR, SN, TW, VE

SUBJECT: VISUAL SEARCH MICROFILM FILES

1. THE ASSISTANCE OF THE ADDRESSEE POSTS IS REQUESTED IN PROVIDING COMMERCE (BIC/OED) WITH AN EVALUATION ON THE EFFECTIVENESS OF THEIR VSMF INSTALLATIONS AS A MEANS OF IDENTIFYING U.S. SUPPLIERS.

2. BIC/OED WOULD APPRECIATE RECEIVING NO LATER THAN APRIL 30, 1976, A REPORT FROM EACH POST WHICH INCORPORATES ANSWERS TO THE FOLLOWING QUESTIONS AND A'Y OTHER APPROPRIATE COMMENTS. THESE INITIAL REPORTS SHOULD COVER THE PERIOD JANUARY 1-MARCH 31, 1976. A) THE NUMBER AND TYPE OF USERS, B) USE OF THE FIVE (5) FILES IN RANK ORDER AND UNCLASSIFIED UNCLASSIFIED

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APPROXIMATE PERCENTAGE. C) WHAT PRODUCT CATEGORIES (IDENTIFIED ALSO BY SIC 4-DIGIT NUMBERS WHENEVER POSSIBLE) WERE

MOST FREQUENTLY LOCATED IN THE VSMF SYSTEM? D) THE LOCATION AT THE POST OF THE VSMF FILES, I.E., WAS THE SYSTEM EASILY ACCESSIBLE TO BUSINESS VISITORS OR ACCESSIBLE ONLY UNDER THE GUIDANCE AND CONTROL OF FOREIGN SERVICE PERSONNEL? E) TO WHAT EXTENT WAS THE AVAILABILITY OF THE SYSTEM PUBLICIZED TO THE LOCAL BUSINESS COMMUNITY? F) DESCRIBE THE WAYS IN WHICH THE SYSTEM WAS USEFUL TO POST PERSONNEL IN THEIR TRADE PROMOTION ACTIVITIES. G) APART FROM NORMAL USE REPORTED ON UNDER (F) ABOVE, WAS THERE ANY

SPECIAL USE MADE OF THE SYSTEM, E.G. USAGE DURING A TRADE CENTER EXHIBITION OR AT ANY OFF-SITE EXHIBITIONS? H) HOW DOES THE SYSTEM COMPARE WITH PRINTED DIRECTORIES SUCH AS THOMAS REGISTER, SWEET'S ETC. IN USEFULNESS AND EFFECTIVENESS? I) IDENTIFY THE FIVE COMMERCIAL DIRECTORIES WHICH THE POST USES MOST EXTENSIVELY, AND THE CURRENCY (I.E. MOST RECENT YEAR OF PUBLICATION) OF EACH. J) DO YOU CONCLUDE THAT EXPORTS RESULTED FROM THE USE OF THE SYSTEM? WHAT INFORMATION DO YOU HAVE TO SUPPORT THAT CONCLUSION? K) WHAT WAS THE REACTION OF LOCAL BUSINESS USERS? L) THE EXTENT AND QUALITY OF INSTRUCTION PROVIDED BY THE INFORMATION HANDLING SERVICES' REPRESENTATIVE DURING AND SUBSEQUENT TO INSTALLATION OF THE SYSTEM. M) WOULD YOU RECOMMEND THE RENTAL OF ADDITIONAL SYSTEMS TO BE INSTALLED AT OTHER TRADE CENTERS OR POSTS? N) IF RETENTION OF THE SYSTEM AT YOUR LOCATION WERE CONDITIONED ON PAYMENT BY THE PROST POST OR TRADE CENTER OF THE ANNUAL RENTAL FEE (15,625 DOLLARS), WOULD YOU RECOMMEND RETENTION OF THE SYSTEM?

3. WE REALIZE SOME POSTS MAY HAVE ALREADY SUBMITTED SOME DATA OF THIS TYPE. IF SO, WOULD APPRECIATE REFERENCES TO RELEVANT COMMUNICATIONS. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 30 JAN 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE022920
Document Source: CORE
Document Unique ID: 00
Drafter: EID/BC/DSGILPATRIC/LB
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760035-1232
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t1976014/aaaaacrr.tel
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